

ABSTRACT

In this globalization era, business competition becomes very tight, especially in the field of culinary tourism. Various restaurants strive for excellence flavor that distinguishes with competitors such as Bebek Kaleyo. The purpose of this study is to determine the campaign carried out by Bebek Kaleyo Restaurant, consideration in the promotion mix and application of the promotion mix as perceived by the respondents.

This type of research used in this research is descriptive qualitative approach. The number of samples in this study of 100 consumers Bebek Kaleyo. Mechanical Sampling by nonprobability sampling using purposive sampling. Data analysis was done using descriptive analysis.

From this study it can be concluded that promotion mix made by Bebek Kaleyo consists of advertising, sales promotion, public relations and publicity and marketing word of mouth. Advertising through print media such as billboards and electronic media such as web pages. Sales promotion through contests and coupons rebates PR and publicity through donations to charity homes and natural disaster relief. Word of mouth marketing through the company's internal and external such as employees from informing consumers that product such as uploading photos etc. Based on descriptive analysis that respondents who do promotion mix Bebek Kaleyo included in both categories with the highest average value of the promotion mix sub variable contained in public relations and publicity amounted to 86.37%, while the average value was lowest for the sales promotion with a value of 78.56%. Bebek Kaleyo do promotion mix scored a total value of 81.80%, which shows that the promotion mix has been well done.

Keywords :*Promotion mix, Bebek Kaleyo, descriptive analysis*